

Artdose

In print & online
advertising opportunities

Materials Deadline

All advertising materials are due to the Artdose Magazine's advertising department by May 15th (summer issue) and November 15th (winter issue)

How To Send

E-mail completed advertising files to frankjuarezgallery@gmail.com

Please note: if you are interested in sending a check, please make it payable to:

Frank Juarez Gallery, and mail to: PO Box 1125, Sheboygan, WI 53082-1125
Files should be named uniquely and include your company name and the ad size [ex: ArtdoseMagazine_QuarterPageAd].

Print (Artdose Magazine) Winter & Summer issues run 6-months.

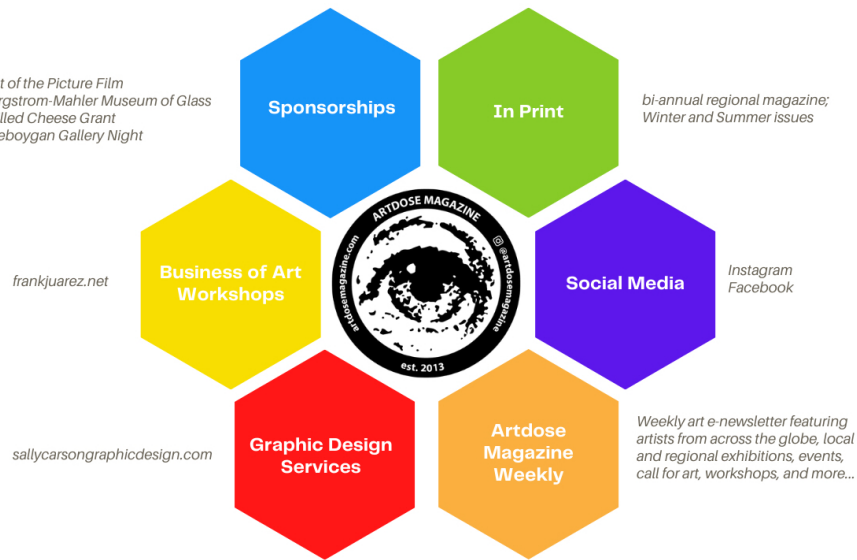
Quarter Page Ad	3.75" (h) x 2.4375" (w)	\$175
Half Page Ad	3.75" (h) x 5" (w)	\$255
Full Page Ad	8" (h) x 5" (w)	\$425

Online (Artdose Magazine Weekly) art e-newsletter published weekly; Sundays, 7pm CST

Square Ad	One time post. Ideal for events. Published on our Instagram and Facebook audiences.	250px x 250px	\$20
Leaderboard A	One time post. Ideal for events. Published on Artdose Magazine Weekly and website homepage.	90px x 728px	\$30
Leaderboard B	4 posts/month. Published on Artdose Magazine Weekly and website homepage.	90px x 728px	\$90

What We Offer

- Out of the Picture Film
- Bergstrom-Mahler Museum of Glass
- Grilled Cheese Grant
- Sheboygan Gallery Night



Ad Services

Additional services for freelance ad creation can be hired out by contacting Sally Carson Graphic Design. Please allow a minimum of 2 weeks prior to submission for collaboration and approvals.

Email inquires to sallycarson@gmail.com for pricing and requirements.



Make the most of your brand...

LET'S START A CONVERSATION!

sallycarson@gmail.com

sallycarsongraphicdesign.com

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(con't)

Artdose Magazine is dedicated to ensuring your ad prints to your satisfaction.

All advertising accepted is subject to approval by the publisher. Any Advertiser and/or their agency will indemnify, defend and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy. This includes but is not limited to spelling errors, and information errors; such as hours of business and websites or emails.

What To Send for **PRINT** files:

Not following these guidelines may result in poor ad quality or missing images in ads. We prefer a PDF file. We will also accept select native files that include all graphic support files, linked and updated; and the fonts used in the layout file.

KEEP IN MIND: The most common errors are images not converted to CMYK, low-resolution graphics and inclusion of spot or RGB colors. Please help us by reading the following information.

PDFs should be saved with 300 dpi images, CMYK colors, and embedded fonts.

Export or "Save As" using the PDF settings from Adobe InDesign (preferred), Photoshop, or Illustrator.

Colors

All colors must be CMYK or grayscale. No RGB, spot (Pantone), LAB or Index color.

Do not use rich black of any kind for text.

Do not set white objects to overprint.

Images

Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a website, are of unacceptable quality for magazine printing.

PSD, TIFF and EPS format files are preferable to JPEG.

CMYK or gray-scale files are acceptable. RGB, Lab or Index color files are unacceptable. Please do not embed an ICC color profile.

Use or scale your images as close to the actual reproduction size as possible; a 20% margin plus or minus is optimal.

Fonts

Illustrator users:

Illustrator .ai or EPS files should have the fonts converted to outline.

Photoshop users:

We prefer to receive Photoshop files as Photoshop PDFs. In order to preserve font-quality type in your Photoshop PDF, you must use the PDF setting in Photoshop's Adobe PDF Preset field. In order to preserve font-quality type in a PSD or layered TIFF, fonts must be supplied for output. If no fonts are supplied in a PSD or layered TIFF, the file will be flattened, compromising the type quality. The type in flattened Photoshop files is of noticeably lower quality than other file formats. Font-quality type can only be preserved by submitting a PDF or layered file with fonts (see above). However if the file is already flattened, it should be at least 300 dpi.

Cautions/Avoidances for Print

Very small or very fine type, artwork with very small or fine detailing, screened type, art or background may fill in on the press. We suggest no smaller than 8 point for normal text.

For quality-control purposes, advertisers who submit PDF files *may* be required to supply native files if the PDF is problematic.

Acceptable Native Applications:

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
(with type converted to outlines)

Unacceptable Native File Formats:

Microsoft Publisher
Microsoft Word
Microsoft PowerPoint

What To Send for **WEB** files:

Email a 90 x 728 pixel JPEG or PNG image file with a copy of the link to the site URL to frankjuarezgallery@gmail.com. Ad subject to approval by Artdose team.

Leaderboard Ad must be under 300 KB and 150dpi or less to be submitted.

File type must be in JPEG or PNG format

Static ads only, no animated images will be accepted.